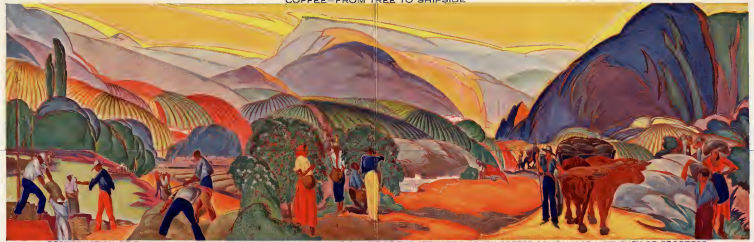
COFFEE—FROM TREE TO SHIPSIDE



REPRODUCTION OF THE ORIGINAL FORTY-FOOT OIL PAINTING IN THE EXHIBIT OF THE STEWART & ASHBY COFFEE COMPANY AT A CENTURY OF PROGRESS

You can order Stewart's Private Blend Coffee by using this postage-paid card. You will find this coffee a most pleasing blend, rare in flavor and aroma—a delicious full-bodied coffee. Because of its fine quality it takes less Stewart's coffee to make each delicious cup, so it is *really* economical. You are sure to enjoy it. To order just fill in this card, detach and mail it. It will be worth your while.

Date_____

Gentlemen:

I would like to try STEWART'S PRIVATE BLEND COFFEE chosen as The 1933 World's Fair Coffee

Please send via parcel post collect_____ lbs. in one pound vacuum self resealing tins at 39c, plus postage.

Name_____

Address_____

City_____ State_____

My grocer's name is_____ His address is_____

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
First Class Permit No. 3346, Sec. 510 P. L. & R. CHICAGO, ILL.

STEWART & ASHBY COFFEE CO.
843-45 W. Washington Blvd.
CHICAGO, ILLINOIS
Station C

The Story of Coffee

From Abyssinia and Arabia—in the 15th century coffee drinking passed to Constantinople and Venice—thence to England, France and other European countries. Coffee houses became the favorite gathering places of people of fashion, men of letters, statesmen, politicians, artists—and from these gatherings the modern club developed. From the French word for "coffee" came our word "cafe"—our restaurant.

Coffee is the cherry-like fruit of a small tree and there are more than 100 recognized varieties grown in many countries—Java, the Dutch East Indies, Columbia, Venezuela, Guatemala, Arabia, Mexico, and others. The better coffees grow in high altitudes, and the coffee trees on vast plantations are kept trimmed to 8 or 10 feet in height. Coffee is gathered three times a year—and the coffee trees bud, blossom, and the fruit (or cherry) ripens as do other fruits, each cherry containing two beans.

Coffee pickers gather the fruit—it is sorted and the tough outer covering of the coffee bean is removed and the green coffee packed in bags and hauled often by ox-carts or donkeys—to be finally shipped thousands of miles over land and sea.

Coffee roasters or "manufacturers" buy their supplies of coffee either at the source or through brokers. Then the green coffee bean is roasted over controlled heat—which drives out the moisture and develops the coffee oils that ultimately produce coffee flavor and "body." In the better blends many coffees are mixed to overcome the irregularities of nature and produce your favorite coffee—which will be Stewart's Private Blend after giving it a real trial.

After cleaning, blending and roasting, the coffee must be properly granulated to expose and break up the cells in each bean, so the oils will quickly dissolve in brewing.

Stewart's Private Blend Coffee—the foremost brand of the Stewart & Ashby Coffee Company of Chicago—owes its tremendous popularity to the fact that it is a blend of selected, high quality coffees from the world's best producing districts, expertly blended and roasted—properly granulated for all methods of coffee making—and kept fresh by packing in self re-sealing *vacuum* tins.